

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 HUD-02 L-03 /036 W
-----039731 241349Z /43

R 241120Z APR 78
FM USLO RIYADH
TO SECSTATE WASHDC 428
UEHDC/USDOC WASHDC 63
INFO AMEMBASSY ATHENS
AMEMBASSY JIDDA
AMCONGEN DHAHRAN

UNCLAS SECTION 1 OF 2 RIYADH 288

ATHENS FOR RUDO

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: APRIL 1978 BUILDING AND CONSTRUCTION MISSION-
RIYADH WRAPUP

REF: (A) USDOC 06459 (B) RIYADH 202

1. SUMMARY: SUBJECT MISSION CONCLUDED THREE-DAY VISIT TO RIYADH, 20 APRIL AND DEPARTED FOR DHAHRAN AT 1900 ON SV 978. APAR FROM SALES RESULTS, HIGHLIGHTS OF VISIT INCLUDED, (1) PERSONAL SESSIONS WITH SEVERAL OF SAUDI ARABIA'S LEADING BUSINESSMEN (2) DINNER AT HOME OF SHEIKH IBRAHIM AL-SHARGY, AND (3) AN EXTREMELY SUCCESSFUL MISSION RECEPTION HOSTED BY THE POST PRINCIPAL OFFICER, AND (4) A THREE-HOUR SESSION WITH LEADING SAUDI BUSINESSMAN SHEIKH ABDULLA A. ALRAJEHI. MISSION RECORDED IMMEDIATE SALES OF 28,000 DOLLARS AND PROJECTED TWELVE-MONTH SALES OF 9,845,000 DOLLARS. END SUMMARY.

2. MISSION ARRIVED IN RIYADH AT 2225 ON 17 APRIL, ON SV 106 FROM JIDDA, FOLLOWING JIDDA AIRPORT
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INCIDENT WHERE ONE MISSION MEMBER'S CAMERA WAS MOMENTARILY CONFISCATED AND ITS FILM REMOVED AND EXPOSED BY AIRPORT GUARD FORCE AFTER MISSION MEMBER PREPARED TO SNAP AN INTERIOR PHOTO OF THE NEWLY-OPENED TERMINAL. MISSION DIRECTOR RUAN ESCORTED MEMBER THROUGHOUT THIS FIVE-MINUTE OCCASION, DURING WHICH GUARDS SPOKE NO ENGLISH. MISSION MET AT RIYADH AIRPORT BY USLO OFFICERS CAMPBELL, SMITH,

AND RYAN WITH TRANSPORTATION TO ATALLAH HOUSE HOTEL. THERE NIGHT MANAGER ADVISED RUAN'S VILLA HAD BEEN GIVEN OVER TO PARTY OF VISITING SAUDI PRINCE, SO RUAN RELEGATED TO SMALL SUITE. RESULT WAS NO PRIVACY FOR RUAN DURING VISIT EXCEPT DURING SLEEP.

3. PROMPTLY AT 0800 FOLLOWING MORNING MISSION ASSEMBLED IN CROWDED SUITE FOR POST BRIEFING, PRESIDED OVER BY PRINCIPAL OFFICER EDWARD GNEHM. BRIEFING FEATURED PRESENTATION BY ANTHONY NEIDECKER OF CHASE BANK AND SAUDI INDUSTRIAL DEVELOPMENT FUND. THIS FOLLOWED BY MISSION MEETING WITH DEPUTY MINISTER OF COMMERCE YUSSUF AL-HAMDAN IN HIS OFFICE AND RETURN TO SUITE FOR INFORMATIVE BRIEFING BY ISSAC A. DWEIK, REGISTRATION CONSULTANUSIN PRIVATE BUSINESS HERE ON PROCEDURES FIRMS SHOULD FOLLOW IN COMMENCING BUSINESS OPERATIONS IN SAUDI ARABIA. REMAINDER OF MORNING SPENT SCHEDULING INDIVIDUAL APPOINTMENTS. OUTSTANDING SUPPORT PROVIDED IN THIS BY FSL GEORGE DABAGHI. MISSION BRIEFED IN EARLY AFTERNOON BY COL. JOSEPH BENNETT, DEPUTY DISTRICT ENGINEER, U.S. ARMY, ON CURRENT AND FUTURE CORPS OF ENGINEERS PROJECTS IN ARABIA. THIS FOLLOWED BY INDIVIDUAL APPOINTMENTS UNTIL 1900.

4. OUTSTANDING MISSION RECEPTION HOSTED BY PRINCIPAL OFFICER GENHM AT AMBASSADOR'S RIYADH RESIDENCE FROM UNCLASSIFIED

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2000 - 2200. OF SOME 140 INVITED, SOME 65 LOCAL HIGH QUALITY ARAB, AMERICAN AND EUROPEAN BUSINESSMEN ATTENDED. MISSION CONSIDERED RECEPTION MOST PRODUCTIVE FOR MISSION TO DATE.

MANY THANKS DUE TO MR. AND MRS. GNEHM FOR PERSONAL HARD WORK AND TO CONTROL OFFICER CAMPBELL AND FSL'S FAROOKI AND TAHER FOR QUALITY INVITEES. MEMBERS CONDUCTED EXTENSIVE BUSINESS DURING RECEPTION AND ARRANGED NUMEROUS APPOINTMENTS FOR FOLLOWING DAY.

5. DURING NEXT MORNING, 19 APRIL, ZEIN SIBLINI OF SHEIKH ABDULLAH A. ALRAJEHI ORGANIZATION, CALLED TO ADVISE THAT THE SHEIKH WOULD VISIT MISSION AT 1100. SHEIKH ABDULLAH, WHO IS ONE OF THE LEADING MEMBER OF THE SAUDI BUSINESS COMMUNITY, SPENT THREE HOURS INTERVIEWING MISSION MEMBERS.

6. APRIL 19 WAS FULL DAY OF APPOINTMENTS FOR MOST MISSION MEMBERS. RIYADH CHAMBER OF COMMERCE RECEPTION, 1900-2030 AT CHAMBER, DID PRODUCE ON LARGE PROSPECTIVE SALE. THIS FOLLOWED BY SUMPTUOUS DINNER AT HOME OF SHEIKH IBRAHIM A. AL SHARGHY, WHOSE FIRM IS ENGAGED IN

KING FAISAL RESEARCH CENTER HOUSING PROJEC.

7. ON MORNING, 20 APRIL, MISSION MEMBERS HELD FOLLOW-UP INDIVIDUAL MEETINGS PLUS GROUP MEETINGS WITH BECHTEL AND WITH JUFFALI ORGANIZATION, LARGEST CONGLOMERATE IN COUNTRY AND WITH DR. JAMAL N. HABIB OF THE ROYAL COMMISSION FOR JUBAIL AND YANBU DURING AFTERNOON, WHICH BEGAN SAUDI WEEKEND, SURVIVING MISSION MEMBERS VISITED KING FAISAL RESEARCH CENTER HOUSING PROJECT AND SHOPPED.

8. TOTAL EXPENDITURES FOR MISSION APPEARANCE HERE WILL BE REPORTED IN POST SEPTEL. PRELIMINARY REVIEW INDICATED EXPENDITURES WITHIN REF (A) AUTHORIZATION.

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9. DIB-4LLP RESULTS FOR ALL TWELVE MISSION MEMBER FIRMS ARE AS FOLLOWS:

A. SALES: DOLLARS IMMEDIATE 28,000; DOLLARS PROJECTED 9,845,000 TWELVE-MONTH, OF WHICH 8,595,000 DOLLARS NTM.

B. SALES REPS: NONE, SIGNED, EIGHT PROJECTED (DURING NEXT TWELVE MONTHS.)

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 HUD-02 L-03 /036 W
-----039683 241348Z /43

R 241120Z APR 78
FM USLO RIYADH
TO SECSTATE WASHDC 429
UEHDC/USDOC WASHDC 064
INFO AMEMBASSY ATHENS
AMEMBASSY JIDDA
AMCONGEN DHAHRAN

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C. LICENSE AGREEMENT: NONE SIGNED, ONE, REPEAT ONE PROJECTED.

D. JOINT VENTURES: NONE SIGNED, THREE PROJECTED.

E. FIRST OBJECTIVES ACHIEVED: EIGHT YES; TWO NO; TWO PARTIALLY.

10. BUSINESS INFO CENTER: INSTEAD OF FAIR-SIZED VILLA EXPECTED, AS NOTED IN REF (B) PARA 3(B), BIC LOCATED IN SMALL SUITE. THIS PRECLUDED USE OF VILLA MOVIE SCREEN AND AUDIO-VISUAL PRESENTATIONS MEMBERS ENJOYED IN ALL PREVIOUS STOPS. ALSO, NO PHONE IN SUITE LOUNGE, SO RUAN'S BEDROOM PHONE ONLY ONE AVAILABLE. BEDROOM SERVED ALSO FOR INDIVIDUAL APPOINTMENT MEETINGS. HIGHLIGHT OF BIC OPERATION WAS NEWLY-HIRED POST FSL SECRETARY PATRICIA WEITHERS, FOR WHOM MISSION MEMBERS AND RUAN HAVE HIGHEST PRAISE. ADDITIONAL HIGHLIGHT WAS ATTITUDE OF MISSION MEMBERS AND THEIR ACCEPTANCE OF AND ADAPTABILITY TO BIC CONDITIONS. TO REITERATE JIDDA WRAPUP THEME, THIS MISSION COMPOSED OF OUTSTANDING COLLECTION OF MEMBERS, WHO CONTINUE TO HELP ONE ANOTHER AND FACILITATE POSTS' AND MISSION UNCLASSIFIED

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DIRECTOR'S TASKS. MUCH CREDIT DUE TO USDOC MISSION RECRUITER DHIR AND PROJECT OFFICER BUCALO FOR PREPARATORY WORK.

11. PUBLICITY FOR RIYADH VISIT APPEARED IN ADVANCE IN LOCAL PRESS IN ADDITION TO COVERAGE FOR ENTIRE COUNTRY REPORTED IN JIDDA WRAPUP. LARGE ADS PLACED BY CHAMBER OF COMMERCE IN BOTH RIYADH PAPERS FOR TWO DAYS OF VISIT.

12. AS WAS UNREPORTED CASE IN JIDDA, TRANSPORTATION ARRANGEMENTS HERE WERE EXCELLENT. MISSION GRATEFUL TO JOINT ECON COMMISSION STAFF FOR DRIVERS.

13. IN SUM, WHILE DEARTH OF FIXED APPOINTMENTS ON ARRIVAL BRED APPREHENSION IN MISSION, RAPID PROGRESS THAT ENSUED AND FIGURES ATTAINED RESULTED IN HIGHLY SUCCESSFUL MISSION VISIT. MUCH PRAISE DUE TO CONTROL OFFICER CAMPBELL AND FOR OUTSTANDING SUPPORT TO COMLOFF RYAN AND FSL GEORGE DAGAGHI. EXCELLENT SUPPORT AND EXTRA LONG HOURS OF COMMERCIAL OFFICER SMITH AND FSL WEITHERS PLUS INSISTENCE ON EXCELLENCE OF POST PERFORMANCE BY PRINCIPAL OFFICER GNEHM ALSO HIGHLY APPRECIATED. BOVIOUS TO RUAN THAT RIYADH SHOULD BE INCLUDED AS MAJOR STOP IN FUTURE MISSIONS TO SAUDI ARABIA.

14. OF NOTE ALSO IS SUGGESTION BY DEPUTY COMMERCE
MINISTER AL-HAMDAN THAT MUCH U.S. EXPORT BUSINESS COULD
RESULT FROM SAUDI BUYING MISSION TO U.S. HAMDAN
BELIEVES MANY SAUDI BUYERS WOULD PARTICIPATE IN SUCH
MISSIONS. RUAN SUGGESTS PROGRAM BE DEVELOPED BY USDOC/CAGNE
FOR THIS PURPOSE.

15. MISSION DEPARTED RIYADH, 20 APRIL AT 1900 ON SV 978
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FOR FINAL STOP IN DHAHRAN.
GNEHM

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Message Attributes

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